

Special Notice

we beg to announce that, beginning tomorrow,

The Price of Our Ice Cream Sodas Will Be Reduced From 17c to 10c. Tax, 1c.

A "Headliner" in Wanted Summer Wash Goods

Quality 45-Inch Swiss Organdie

Imported From Switzerland In Every Popular Color **Absolutely Perfect**

These are the world's finest Organdies, and include the renowned "Stoffel" Swiss fabrics, as well as others of equal prominence. A tremendous purchase at a liberal price concession enables us to offer our customers wonderful savings right at a time when the demand for these lovely summer wash fabrics is at its height.

You Will Find All the Sought-After Summer Shades in the Assortment These Organdies are the finest, sheerest transparent grades imported from Switzerland, with beautiful permanent finish. They launder to perfection and retain their beauty and crispness indefinitely. Every yard fresh, new and perfect. The extra width—45 inches—is a feature worth emphasizing.
We state they are \$1.00 value—although the same qualities generally sell elsewhere at \$1.25 yard. Sale price, 69c yard.

Just Arrived-A New Shipment of

35c 34=Inch Colored Linene and Beach Suitings

The most popular cotton material for one-piece jumper dresses, 8,000 yards, just unpacked. Judging from previous sales, this quantity will not last long-come early to avoid disappointment. In a large assortment of wanted colors, also white.

19c 50c 40-Inch Colored Organdies, 39c 50c 36 and 40 Inch Printed Voiles, 33c

Fine transparent quality, very sheer and firm woven. In every wanted street and evening shade, including such favorites as orchid, pink, green, copen, tea rose, maize, brown, navy blue, etc.

39c 36 and 38 Inch Printed Voiles, 25c

White grounds in all the newest styles and effects, such as checks neat figures and dainty all-over designs. Just the styles for hot-weathe

\$1.25 36-Inch Satin Stripe Voiles, 59c

The very finest Voiles produced—beautiful chiffon quality with all silk satin stripes, in self colors and new novelty printed effects.

fine two-ply weaves in plain colored grounds, also handsome mer-cerized self-color stripes and dainty shower weave effects, with up-\$1.25 45=Inch Imported Ramie Linen, 98c

These are in the popular dark grounds. Qualities include extra

Ouality...

45-inch Imported Ramie Linen, made in Belgium-strictly pure en quality. Colors include copen, rose, light blue, mustard, pink and

25c Yard-Wide

Goldenberz's-First Floor

New Checked Percales At 19c Yard

styles so much sought after in high-class gingham. Right now in greatest demand for onepiece summer frocks. War-ranted fast colors-every yard perfect.

choose from various styles in plain and broken checks—just what is wanted. Favorite summer colors include red, canary, lavender, green, brown, pink, and light blue checks.

39c 32-Inch Dress Ginghams, 25c

market. Shown in an array of all the wanted styles in the popular checks, including plain, tweedy and neat fancy checks. A varied assortment of beauti-ful colors. Perfect quality— washes perfectly. Fast colors— dyed in the yarn.

25c 32=Inch Peggy Cloth, 19c

ham family—sturdy, close woven and serviceable. In all wanted plain colors. Especially adapted for children's rompers, boys' wash suits and women's dresses. Fast colors. Goldenberg's—First Floor.

Women's \$3.00 Silk-Top Union Suits, \$1.89

Nationally-Known "Kayser" Brand

A real chance for savings on high-grade summer underwear. Women's Silk-top Union Suits-the famed "Kayser" make-low neck and sleeveless; reinforced underarm shield; tight knee. Bodice and built-up shouller strap models, in pink and white. Reduced to \$1.89 a suit.

Women's \$3.00 Union Suits, \$2.39

Women's Mishape Mercerized Lisle Union Suits, made with band-top and loose knee; regular and extra sizes. Perfect quality.

Women's 35c Vests, 22c Women's Fine Ribbed Gauze Vests, band top, crochet neck and arm, also a few bodice tops in the lot. Incomplete range of sizes. Goldenberg's-First Floor.

Fiber-Silk Sweaters Reduced to \$7.98

Women's Fiber Silk Tuxedo Sweaters, in a large assortment of styles for sports and dress wear. Shown in all fashion's most favored shades, including Navy, Harding Blue, Jade, Bisque and Henna. Stylish tie-belt and pocket models.

Women's Fiber Sweaters, \$4.98

Women's Tuxedo Fiber Sweaters, made with tie belts; light and medium colors, including Blue, Bisque, Harding Blue and Navy Blue.

Laces, Nets and Embroideries

At Typical July Clearance Sale Prices Net Flouncings, 27 and 36 inches wide, in white and cream colors, tucked and ruffled styles; also some with ruffles \$1.89 Worth \$2.49

Organdie Flouncings, 36 inches wide, in plain and ruffled styles, in white, pink, Nile and copenhagen. Worth \$1.49 and copenhagen. Worth 1.49
\$1.98

Oriental Flouncings, 18 inches wide, in white and cream colors; in scroll and floral designs; worth \$1.00...

All-over Radium and Shadow lace. 36 inches wide, in white,

Lace, 36 inches wide, in white, cream, Harding blue. \$1.89 black. Worth \$2.49...

Cream and White Laces, in torchon, cluny, crochet valenciennes. Worth \$c and 5c

72-inch Cotton Net, in white only, firm-woven quality, in demand for waists, children's dresses and trimmings. 69c

Ribbons At Clearance Sale Prices

Beautiful Ribbons, of every description; widths up to 8½ in ches; choice of dresdens, satins and moire, in plain or satin stripe effects for 66c sashes

Moire Ribbons, plain and nov-

inches wide; plenty of light colors. Worth 23c 16c yard Wash Ribbons, in flowered de-

wash Ribbons, in nowered designs, also plain satin; 1 inch wide, in all shades, for making bows and underwear purposes. Worth 12½c yard 8½C Goldenberg's-First Floor.

July Clearance Sale of

Worth \$2.49

Embroidery Flouncings, also Camisole Embroidery, 12 and 18 inches wide, with and without beading; Swiss and nainsook. Worth 59c.....

27-inch Embroidery Flouncing,

in Swiss, nainsook and Organdie, ruffled or neat openwork designs. Worth 69c

Trimming Laces, including Imitation Duchess, Shadow and Fancy Cotton Edgings and Inser-

tions, white and cream colors; widths up to six inches; worth 59c

Goldenberg's-First Floor.

High-Grade Sewing Machines Singer, White, Domestic and Standard And Other Well Known Makes at Remarkable Savings-\$1

a Week Pays for Any Machine



White Rotary Rebuilt-mechanically \$29.75 inspected

\$80.00 Domestic Cabinet \$65.00

New Willard Drop Head,

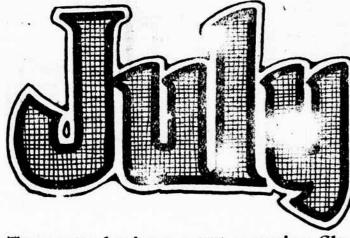
Singer, \$31.50 Willard Cabinet (Rebuilt machine, mechanically inspected and guaranteed.)

Lessing, New \$33.00



No Phone or Mail Orders Accepted on Specials. Picot and Hemstitching, 10c per yard. Needles and Supplies for All Make Machines.

We are confident this will be good news to the patrons of our Soda Fountain and Luncheonette.





Tomorrow begins a great sweeping Clearance of summer merchandise—with prices down quickly by the impelling power of drastic red

June Peas With This Coupon and $9\frac{1}{2}$ C

June Peas, good quality Basement.

Rivertide Brand Early

Pineapple With This Coupon and 19C Hillsdale Brand Ha-walian Pineapple, broken slices; No. 2 can (S)

Hawaiian

Morton's Triangle Brand Table Salt; two-pound packages. (S)

\$2.25 Longcloth Morton's Salt With This Coupon and 2 for 9c \$1.49 With This Coupon Only

39c Extra Size (45x38½)

Pillowcases, 29c

\$2.25 Dimity Spreads, \$1.98

A special offering of regular \$2.25 Quality White Dimity Spreads, size 72x90, for three-quarter beds. Washing will not affect the original crinkly finish.

\$3.50 Crochet Spreads, \$2.49

Full Double-bed Size White Crochet Spreads, in attractive Marseilles patterns; hemmed ready for use. Good weight and durable quality.

"Rov"

Garment Bags

"Roy" Garment Bags are the

cheapest clothes protectors you can buy. They are big, durable bags, motheroof, dustproof, airtight, germproof, dampproof. Each has a durable hook and

clothes

accomodates several clo hangers full of clothes, inches wide, 50 inches long.

Goldenberg's-Basement.

69c Values

36 - inch Longeloth soft chamois finish grade, for general use: ten yards in each piece. First Floor.

30c Odorono With This Coupon and 2

perspiration. (Tax. Ic extra) First Floor.

Women's

Bungalow

\$1.25 Perfect Quality 81x90 Seamless Sheets

Double-Bed

Another record-breaking sale of sheets for Monday, presenting old-time savings that alert housewives will be quick to appreciate.

They are perfect quality sheets, made from firm woven, heavy, round-thread cotton-the longwearing kind. Full 81x90 double-bed size, handtorn and ironed, finished with good-sized hem.

\$2 Extra Length (81x99) Seamless Sheets, \$1.49 Savings on Bleached Pillowcases, of fine quality, and in the extra size preferred by so many house-keepers. Note the desirable size of these sheets. The kind used with satisfaction by our customers. Extra special at \$1.49 each.

50c Pillowcases, 35c

16c Yard-Wide Cotton, 12½c Bleached Cotton of even round-thread quality, excellent for general use. Full 36 inches wide.

Goldenberg's—First Floor.

A July Clearing Sale of 800 Pairs of

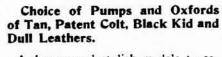
Women's \$4 to \$6 Low Shoes

A whale of a sale in values-involving broken lots from our reg-\$1.85 ular stock of higher priced sumfootwear. Cool, comfortable low shoes that will fit in perfect-ly with hot weather frocks.

\$1.25

Bed Pillows, 69c

Bed Pillows, covered with heavy weight, fancy stripe or art tick-ings; filled with sterlized curled feathers. Geldenberg's—Fourth Floor.



A dozen good stylish models to se-lect from, with Louis, Cuban and low heels. Welted, turned and McKay sewed soles. Sizes 21/2 to 7 in the combined lot.

Notions

At July Clearance Sale Prices

position: one dozen on card. Regularly 5c card. TWO cards

Tintex, for dyeing and recol-

oring delicate fabrics; box....15c White Cotton Tape, 24-yard

Safty Pins, one dozen; assort-

ed sizes on card, 10c kind.....7c Water Wings, regulary 5 to Steel Scissors, good 1712

Bag Frames

Up to \$1.50 Values

Bag Frames, in tortoise shell effects and metal styles, shown in all the most desirable sizes and designs. Choice of shell, imber and gray effects, also plain and fancy carved styles.

Geldenberg's-First Floor.



White Satin Camisoles, \$1.25

New lot of White Satin Camisoles, superior quality, made with built-up shoulders; daintily trimmed with lace in front and back. All sizes.

Geldenberg's—Third Floor.

Window Shades 55c

Heavy Opaque Window Shades, mount on good strong spring rollers light and dark colors. Complete with fixtures; perfect quality.
Goldenberg's-Fourth Floor. 19c Bleached

Huck Crush llc Yard 3,000 yards of Bleached Huck Crash, a close woven, absorbent

grade for roller or tea towels. Goldenberg's-First Floor

July Clearance Sale of Men's and Young Men's Suits This anual clearance event affords every thrifty man an opportunity to purchase a new suit at an unusual saving. We've reduced prices without regard for profit or cost-our sole object is clearance. Three-Piece Cloth Suits

Men's and Young Men's Cloth Suits, well tailored and full cut. Three-piece models of good wearing materials. Sizes 35, 36, 37, 38, 40 and 42 only.

This underprice serges and fancy sizes, 32 to 42 only. pair of trousers. Wonderful values at \$17.95

Broken lots of young men's trousers of good grade wool mixtures in neat fancy patterns and a few oxfords. Sizes 28 to 38 only, and extra sizes 44 and 48.

Men's and Young Men's Suits

Young Men's Trousers, \$3.95

Goldenberg's Clothes Shop for Men-First Floor.

Aprons

just received made of pink and blue

materials, also in an as sortment of neat patterns New sash models, neatly trimmed and finished. Full cut sizes.

First Floor -- Bargain Table

\$1.50 All=Wool Serge, 98c Yard

54-inch All-wool Storm Serge of good, firm texture and dependable quality for summer wear. Sponged and shrunk ready for use. Choice of navy blue, brown and green. \$1 Mohair, 69c Yard 50-inch Mohair, excellent wear-ing grade, warranted dust proof. The assortment includes black navy blue, gray and brown. Goldenberg's—First Floor.

Sale of Cretonne Cushions \$1.25 Values \$1.75 Values

69c 37c A chance to purchase Cushions for the lawn, porch, ham-mock or sofa at unusually low prices. Filled with soft, fluffy silk floss and cotton; light and dark colorings in beautiful

Sale of Women's New Summer Nightgowns Extra

Special Values at

All are brand-new and of first grade materials-just the styles wanted for summer comfort. Of beautiful lingerie cloth, in new sleeveless and short sleeve models, with square and round necks, trimmed with dainty laces and insertions of fine quality. Full cut and neatly

Women's Summer Petticoats

White Satine Petticoats, \$1.25 Double Panel White Satine Petticoats, good quality: straightline model, with tailored hem and elastic waistband. All lengths.

Extra Size Petticoats, \$1.75 Extra Size White Satine Petticoats, with double panel; flounces tucks and narrow ruffles; elastic waist; all lengths.

\$2.50 Muslin Petticoats, \$1.98

Summer Petticoats, of soft-finish muslin, made with flounces or row of val lace insertions and embroideries. Regular and extra widths. Guaranteed waistbands. All lengths. Goldenberg's—Third Floor.

Clearance Sale of Summer Housefurnishings



\$1.25 Wash Tuba— Galvanized Iron Wash Tubs, large 24-inch size 89c



wizerd Olled lear Rope Triangle hape, long 87C

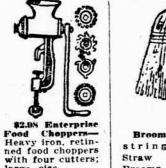
Carles ---Wood Rolling Pins Extra quality 25c





63c

forden Rakes - 14-prongs, with 39c



-Large size, long handle.....

Steel Knives and Forks. \$2.19

\$2.09

Brooms - Fourstring Corn Straw Brooms, 43c well made ..

\$1.25 Aluminum Frying Pans 89c

Covered Cooking Kettra de \$1.29

